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**kiwi2006**  
6th International Kiwifruit Symposium

## **Kiwifruit a Superfood to nourish body, mind and soul**

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Kiwifruit is one of today's superfoods, packed with nutrients that can help fight off diseases, provide energy and offer a convenient daily diet choice to help keep you healthy.

Recent studies by leading food scientists in the United States, Europe and Asia have found fresh evidence that eating kiwifruit can protect against cancer; high blood pressure, stroke and cardiac diseases, macular degeneration, metabolic syndrome and obesity.

Kiwifruit is one of nature's perfect fruit, low in calories, high in energy and a potent source of antioxidants and antimutagens.

Bite for bite, kiwifruit contains more essential nutrients than 27 of the most popular fruits, as proven by Dr Paul LaChance of Rutgers University, making it one of the most "nutrient dense" fruits in the world.

Dr LaChance, the co-builder of the new USDA endorsed food pyramid, has conducted numerous studies on the health attributes and nutritional density of fruit and is an ardent advocate in re-emphasising the importance of plant foods as the basis of a healthy diet. The redrawn food guide pyramid moves the traditional foundation tier from cereal grains to vegetables, legumes, seeds, nuts and fruits (citrus and berries).

His studies show that kiwifruit not only tops all fruit for nutrition, but compares favourably to many vegetables, with a nutritional profile rivalling the best foods, offering more benefit than a serving of rice or spaghetti, for example - and without the calories.

He has examined the best sources of the seven key dietary components associated with fruit, namely vitamins C, A and E, folate (or folic acid), potassium, magnesium and dietary fibre.

Kiwifruit ranked in the top five best sources for five of the seven components. Under US definitions, kiwifruit rates as an excellent source of vitamin C and a good source of vitamin E, potassium and dietary fibre.

Every mouthful of kiwifruit is bursting with vitamin C. The classic green variety has more than twice the vitamin C as an orange and is a good source of magnesium. It's also a low fat source of vitamin E, which is important for maintaining a healthy heart, and like vitamin C, works as an antioxidant.

Kiwifruit has also been found to be rich in carotenoids and phytochemicals, which also act as antioxidants fighting to prevent diseases like cancer and heart disease associated with free radical damage in the body.

It also contains:

- lutein for eye health and protection against macular degeneration which causes blindness
- amino acids including arginine to help unclog arteries and improve blood flow
- inositol to promote brain function and which has particular benefits for adults with depression and diabetes
- serotonin to produce a mood calming effect
- chlorophyll for a healthy liver
- fibre to help with laxation - and lower cholesterol to promote heart health
- low sodium and high potassium to maintain body fluids and electrolyte balance

Published research conducted at the internationally acclaimed Rowett Institute in Scotland and at Oslo University in Norway have provided the scientific explanation confirming kiwifruit's roles in fighting cancer and DNA damage - and in protecting the heart.

Professor Andrew Collins from Oslo University has found that the regular consumption of kiwifruit can help prevent cancer and repair damaged DNA. He is currently working on a new ZESPRI-funded study focusing on the disease fighting potential of ZESPRI™ GOLD Kiwifruit, which has more Vitamin C than the nutritionally dense, green variety.

His colleague, Professor Asim Dutta-Roy, also of Oslo University, is continuing to extend his study on kiwifruit consumption promoting a healthy heart. He has published findings that

show that eating two or three kiwifruit is better than taking an aspirin a day to reduce the risk of blood clots, heart attacks and strokes.

Research by New Zealand expert, Dr Elaine Rush of Auckland University of Technology's Body Composition and Metabolism Research Centre, found that kiwifruit a day may be just the fix for constipation. Her research into the laxative qualities of kiwifruit showed that the benefits were not only attributable to its dietary fibre but a combination of nutritional attributes.

She is now extending her studies to look at the role of consuming fresh fruit and vegetables, including kiwifruit, in decreasing the risk of type2 diabetes.

The interest in kiwifruit, particularly as a nutritional powerhouse and the evidence that elevates it to a superfood, has brought about a resurgence in the fruit.

Global plantings are on the rise, demand is good, consumers are increasingly aware of kiwifruit as a good choice - mainly due to ZESPRI's worldwide promotional efforts as the acknowledged market leader - and big interest by world leading researchers in the fruit's nutritional attributes.



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## **Kiwifruit: the superfood at a glance**

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A two-piece serving of kiwi has twice the vitamin C of an orange, as much potassium as a banana and as much fibre as a serving of bran cereal - all for about 100 calories. Kiwifruit is also a good source of magnesium, is sodium-free and a low-fat source of vitamin E.

Kiwifruit also has a moderate to low glycemic index of 52, making it a good fit in most diabetic diet plans. Green kiwifruit also works well as a natural digestive aid.

Kiwifruit are low in fat, saturated fat, sodium and cholesterol free, an excellent source of vitamin C and a good source of fiber and potassium.

GREEN Kiwifruit - nature's multivitamin powerpack is:

- Naturally low fat and low kilojoule
- High in Vitamin C
- Good source of folate
- Low fat source of Vitamin E
- Source of potent antioxidants
- Good source of soluble fiber
- Ideal sodium-potassium ratio
- Contains magnesium

Kiwifruit is a great food to consume as part of a regular balanced diet cut and scooped, diced, sliced or eaten whole for:

**Children** - to grow up healthy, perfect as a snack and breakfast fuel; try it in lunches or after school energy booster

**Adults** - healthy weight; low carbs ; fights diabetes and heart disease; builds resistance to cancer attack; boosts immunity; boost to sex life; 2020 vision; helps beat the blues

**Pregnancy** - folate important for baby's development; quick energy booster; laxation effects

**Elderly** - cancer protection; laxation; digestive aids; tasty, tangy and exciting.